



RELENTLESS ASSET
MANAGEMENT

Relentless Asset Management LTD

Investment Opportunity

Sustainable Multi-Family Real Estate in Alberta

September 2024



Welcome to the Relentless Fund

Relentless Asset Management (R.A.M.) specializes in the development, acquisition, and management of low and mid-rise new construction multi-residential properties.

The firm is dedicated to generating near-term cash flow income, emphasizing long-term ownership that withstands various market and economic cycles to ensure value creation.



Relentless Intention



Strategic Locations

Prime development locations with high demand for affordable rentals, driven by fast-rising rental base.



Government Incentives

Incentives for sustainable, energy-efficient projects reduce costs and enhance value, ROI, and impact.



High Expected Returns

Competitive IRR driven by stabilized income and appreciation in Canada's fastest-growing market.



Low Vacancy Rates

Stable cash flows, driven by sub-2% vacancies, high household income, and shrinking supply pool.



12-15% Annual Return *

* Over 1-Year Construction & 5-Year Hold Period

6% Cash Flow Distributions *

* After Stabilization Period

The Relentless Fund



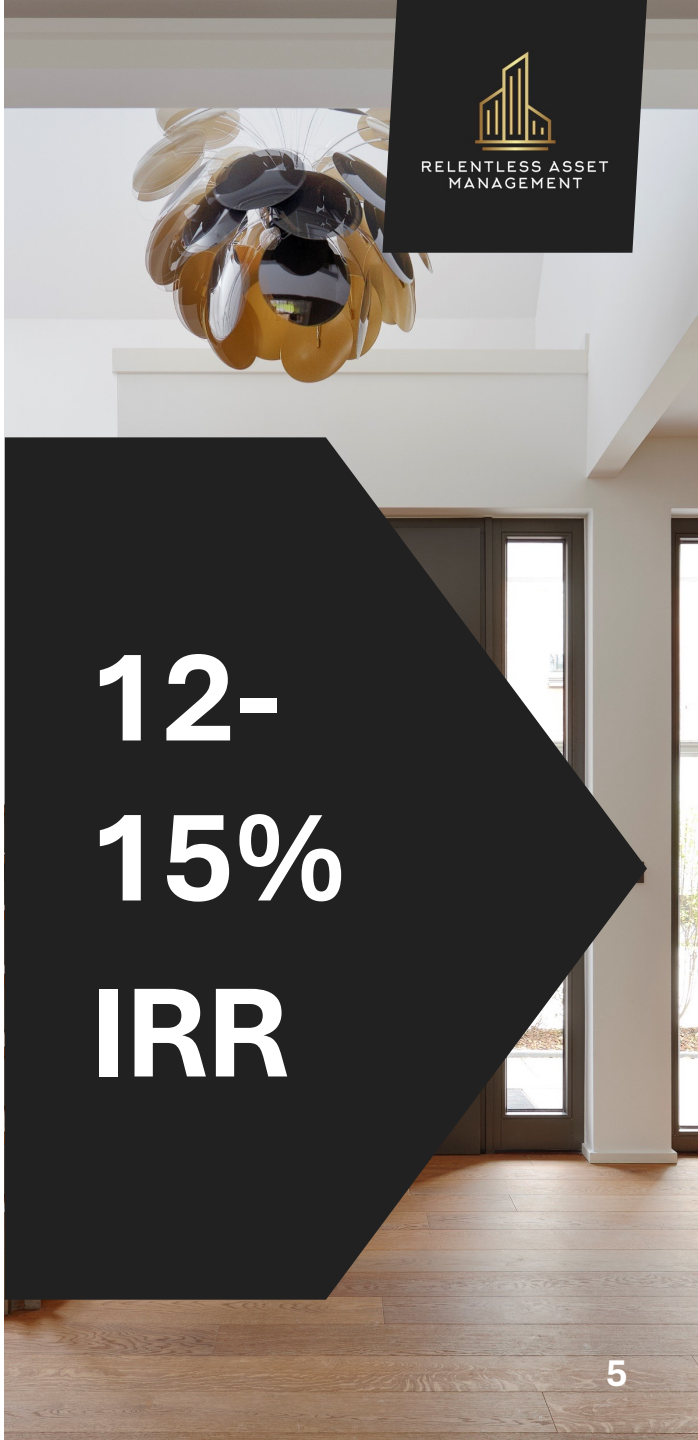
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Details of Investment Offering

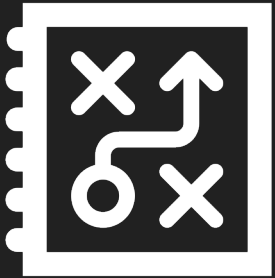
Relentless Asset Management’s investment offering is designed to combine an accessible minimum investment with consistent returns, driven by effective capital allocations across our portfolio.

Category	Details
Minimum Investment	\$10,000 per investor.
Targeted Annual Return	12-15% annual return over investment period.
Use of Funds	Investor funds will be allocated towards owned and under-construction assets. Funds are held in trust until project completion to secure investor capital.
Funding Sources	Capital raised from accredited investors only.
Investment Term	1-year construction schedule followed by 5- year holding period, commencing upon project completion. Cash flow distributions will begin once stabilization is achieved, with capital and remaining distributions paid upon refinancing after the 5-year holding period.



12-
15%
IRR

The Relentless Approach



Investment Strategy

R.A.M. specializes in the development, acquisition, and management of multi-family real estate properties.

We are dedicated to generating near-term cash flow income while ensuring long-term value creation, with focus on the low and mid-rise new construction multi-residential property sector.



Portfolio Construction

Our investment portfolios are meticulously constructed to achieve a risk-adjusted return profile, prioritizing capital preservation alongside income and growth potential while emphasizing long-term ownership that withstands various market and economic cycles.



Expert Due Diligence

Each investment undergoes rigorous due diligence, utilizing market-specific insights for optimal selection. Our team brings nearly a century of expertise in real estate, investment strategies, and business operations. Our properties are managed by a carefully chosen team of professionals, ensuring performance and client satisfaction.

Stream of Investor Funds



Investors benefit from a diversified portfolio, leveraging multiple properties to enhance returns. This is all managed efficiently through Relentless Asset Management and a robust operational team

1

Funding

\$3M initial capital raise for new project.

2

Deposit

\$30M builder's deposits for construction of new properties.

3

Construction

1-year construction schedule.

4

Completion

Completion of new builds and renting to target tenants.

5

Hold Period

5-year hold timeline.

6

Distributions

6% cash flow distributions after property stabilization.

7

Redeployment

Redeploy capital to return investor principal and profits for total timeline.

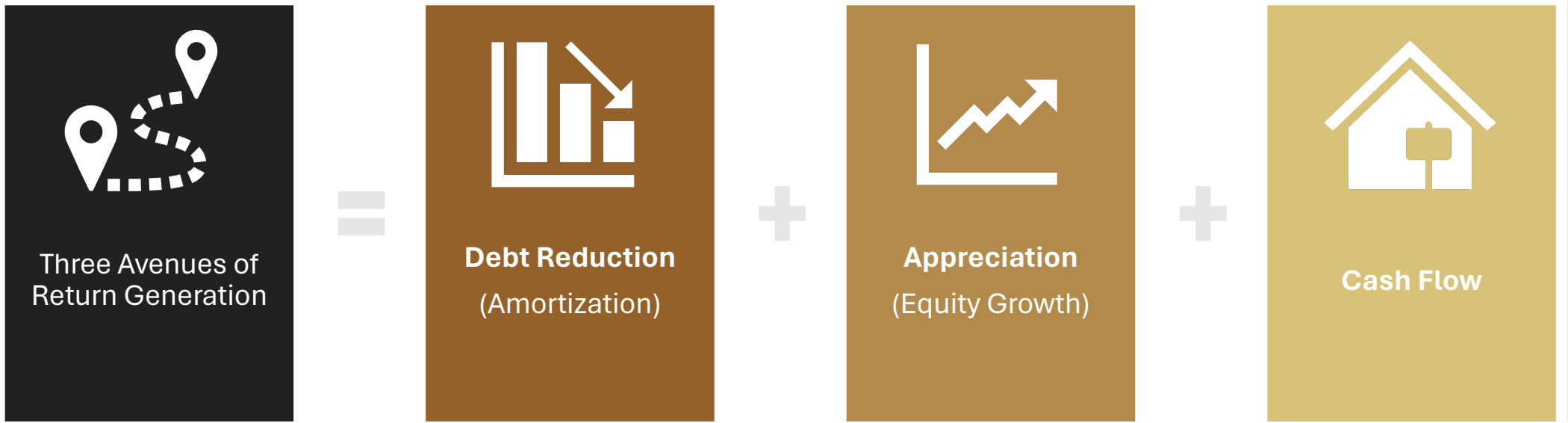
Funding Requirements (Year 1)

Our goal is to secure an initial investment of \$3M, which will be allocated to the development of 15 new multi-family buildings, providing R.A.M. with an additional \$30M in AUM.

\$100M+ AUM *

* Year 5 Assets Under Management Target

Investment Returns & Structure



Investors are projected to receive a total annual return of 12-15% over a 1-year construction schedule and a 5-year holding period. After the stabilization period, we aim to provide preferred returns of 6% in annual cash flow distributions, contributing to the projected returns of 12-15%. At the end of the 5-year term, remaining capital and profits will be distributed upon refinancing.

Equity	10% equity funded by accredited investors with a minimum investment of \$10,000 per investor.
Debt	90% secured through loans with favorable interest rates for construction and acquisition.



Investor Profits, Exit & Risk Factors

Relentless Asset Management intends to refinance the properties after the five-year holding period, returning initial capital and remaining profits to investors. Investors will have the option to either fully exit or reinvest in future projects for ongoing wealth generation.

Key Risk Factors & Mitigation Strategies

Market Risks

Diversify portfolio across high-demand AB areas to minimize local market downturn impacts.

Construction Delays

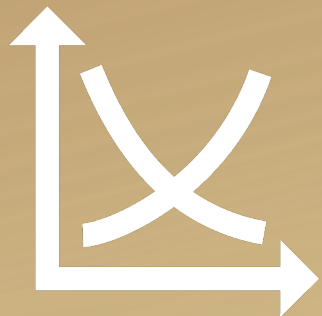
Partnerships with top builders and strict cost/project management protocols to avoid delays.

Financing Risks

Secure favorable debt terms and maintain strong relationships with lenders for reliable capital access.

Tenant Vacancy

Pre-lease units to qualified tenants and maintain flexible leasing terms to reduce vacancy.



Cost Overruns

Establish contingency reserves and use fixed-price contracts to control unexpected costs.

Regulatory Changes

Stay informed on local regulations and adjust strategies to comply with new housing policies.



Addressing Canada's Housing Dilemma

Growing Housing Shortage in Alberta & Canada

- We address the housing shortage by building new multifamily properties in high-demand Canadian markets with fast-rising rents.
- Our strategies support AB's high population growth and local economic development and can be subsequently scaled nationwide.

Lack of Purpose-Built, Environmentally- Friendly Rentals

- Our energy-efficient, purpose-built rentals reduce tenant expenses, offering high-quality homes that are accessible and low-impact.
- Leveraging government incentives helps us to ensure affordability for hardworking renters in Alberta and other future Canadian markets.

Limited Access to Premium Real Estate Investments

- We provide investors with access to large-scale, top-quality real estate opportunities, backed by our highly experienced team.
- Our company is focused on generating stable, long-term returns and long-term reinvestment opportunities across Canada.



A Relentless Asset Management property at
West Jasper Place, Edmonton, AB.

Successfully Sold

Canadian Market Size & Trends



\$6B

Apartment & Condominium Construction
in Alberta (2024)



\$5.15B

Apartment Rental in Alberta (2024)



+12%

Alberta Rental Growth (2024)

Population

Alberta is Canada's
fastest-growing
province.

Migration

Increasing AB migration
raises rental demand.

Government

Rising support for
sustainable projects.

Income

High employment and
above-average income.

Supply Shortage

Fast-rising need for
multifamily units.

Property Overview



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Our Properties & Proceeding Builds

R.A.M.'s newly constructed buildings offer purpose-built and thoughtfully designed rentals that families and individuals will be proud to call home. This not only enhances environmental conscientiousness but also enables us to provide tenants with energy-efficient units that help reduce overall expenses. By leveraging government incentives, we can offer a reliable segment of affordable housing to hardworking and deserving renters in Alberta and across future Canadian markets.

Key Property Features

- Upper units enjoy an open floor concept with 9-foot ceilings.
- Larger purpose-built main suites with primary bedrooms that have their own en suites and walk in closets.
- Lower suites a mix of 1- and 2-bedroom units all with private access.
- All units have their own laundry.
- 2-bedroom private garage suites available in some builds.
- Garage space available for main suite tenants for an additional cost.
- Some options include solar panels and geothermal energy solutions.

Property Gallery



Development & Value Strategy

Development Strategy

Relentless Asset Management's development strategy focuses on constructing sustainable, energy-efficient multi-family properties in Alberta's high-demand areas.

By leveraging strategic leasing, government incentives, and property enhancements, we aim to maximize long-term value.



Build Process

Constructing tenant-focused units equipped with energy-efficient fixtures, high-end finishes, and superior soundproofing to enhance sustainability and tenant appeal.

Project Timeline

Aiming to complete construction and development projects by 2025 early 2026, aligning with AB market demand and Alberta government incentive windows.

Value Enhancement

This process boosts property value via green certifications, low maintenance costs, and securing top-market rents with a strong tenant profile.

Development Timeline

Short-Term (0-12 Months)

- Secure 5 contracts by end of 2024.
- 15 new contracts in 2025, producing \$30M in new AUM value.
- Raise initial capital through social media and crowdfunding platforms.
- Begin tenant pre-leasing for units.



Long-Term (3-5 Years)

- Achieve \$100M+ in AUM by 2029.
- Refinance properties and distribute profits to investors (12-15% IRR).
- Grow investor base nationwide.
- Expand property portfolio and offer new reinvestment opportunities.

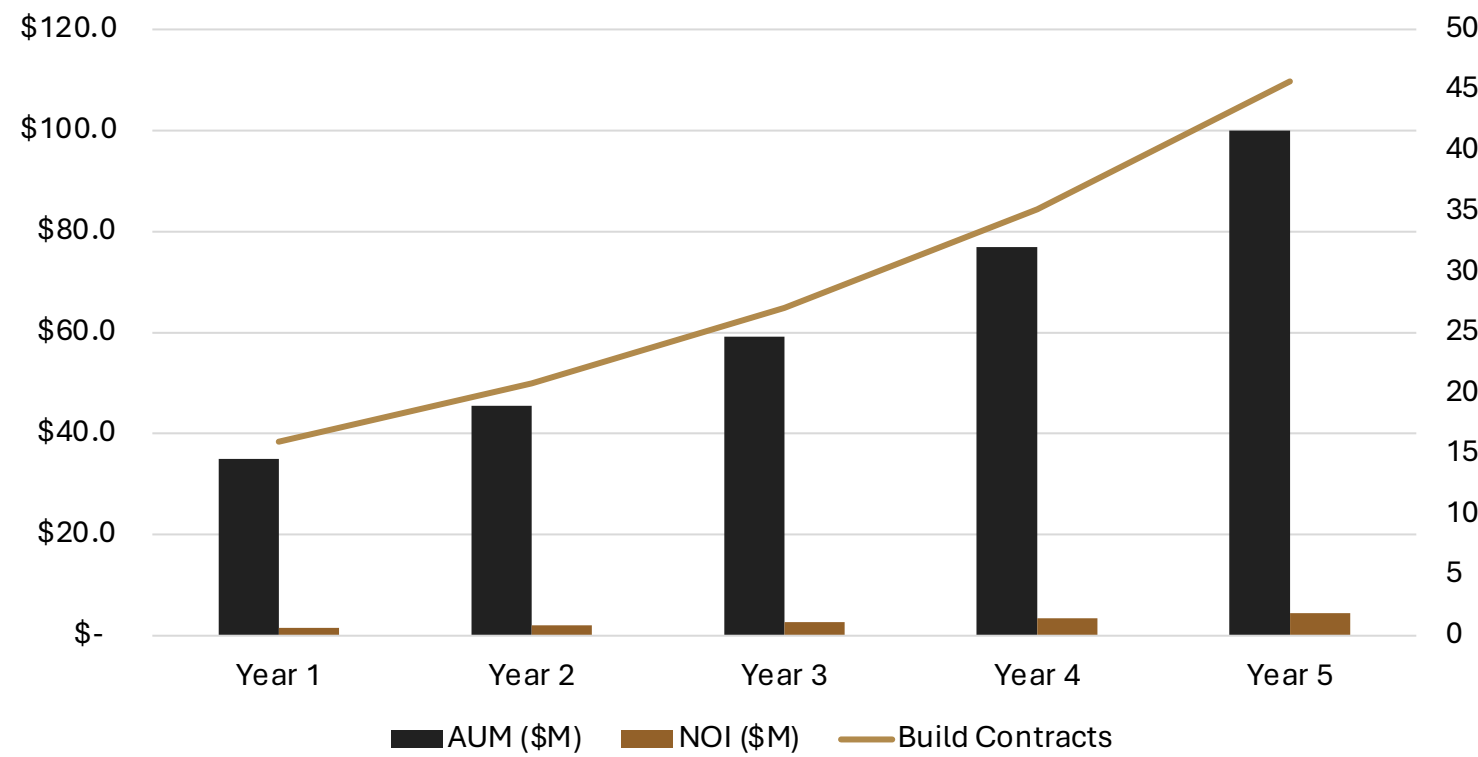


Intermediate (12-24 Months)

- Secure additional building contracts in late 2025 and through 2026.
- Scale AUM value to \$30M+.
- Expand targeted advertising for investor outreach.
- Continue pre-leasing strategy to maintain low vacancy rates.



Financial Projections



	AUM (\$M)	NOI (\$M)	Contracts
Year 1	\$ 35.0	\$ 1.6	16
Year 2	\$ 45.5	\$ 2.0	21
Year 3	\$ 59.2	\$ 2.7	27
Year 4	\$ 76.9	\$ 3.5	35
Year 5	\$ 100.0	\$ 4.5	46
CAGR (%)			30.01%
Cap Rate (%)			4.50%
Average Contract Value (\$M)			\$ 2.19

CAP Rate & NOI Expansion

Using an assumed 4.5% rate, R.A.M. recognizes steady NOI growth of 181%, from \$1.6M in Year 1 to \$4.5M+ by Year 5.

Portfolio Growth Rate

Similarly, we forecast an impressive 30% annualized AUM growth rate (CAGR Year 1-5) from \$35M to \$100M+.

Build Contract Growth

With average contract values of \$2.19M, our firm projects growth from 16 to 46+ build contracts through Year 5.

How to Invest



Secure Investment Process

Relentless Asset Management collaborates with Exchange Market dealers to ensure your investments are safe, secure, and compliant with Canadian securities regulations. All prospective investors are required to visit one of our partnered Exchange Market dealer websites.

We recognize the significance of your investment decisions and strive to provide the utmost security – therefore, your funds will be held in trust until they are allocated to fully funded construction projects.



Open an account and register as an investor.



Identify your investor type and submit necessary documentation to verify your eligibility.



Exchange Market dealer will confirm suitability and determine your maximum investment.



Following verification, you can invest directly via the Exchange Market dealer's site, with all legal aspects promptly finalized.

Investor Eligibility

Relentless fund is open to only Accredited investors at this time. Accredited investors are not subject to maximum investment limits.

Accredited Investor Criteria

An Accredited Investor is an individual who meets specific financial criteria.

To qualify, the individual must satisfy one of the following conditions:

- Possess a minimum of \$1,000,000 in net financial assets, either alone or with a spouse (excluding all real estate and other liabilities).
- Have an annual income exceeding CAD \$200,000 individually, or CAD \$300,000 when combined with a spouse, for the past two years and with a reasonable expectation of the same income level in the current year.
- Hold a minimum of \$5,000,000 in total assets, either alone or with a spouse.
- Be registered under the securities legislation of a Canadian jurisdiction as an adviser or dealer and qualify as an individual Accredited Investor.

Relentless Leadership



Relentless Assets Management's team boasts an impressive accumulation of nearly a century's worth of expertise in real estate, investment strategies, business operations and management.

The ongoing management of our properties is entrusted to a carefully selected team of property management professionals, ensuring the highest standards of performance and client satisfaction.

Craig Pedersen
Founder & CEO

Russell Wescott
Managing Director

Steve Sara
Construction Specialist

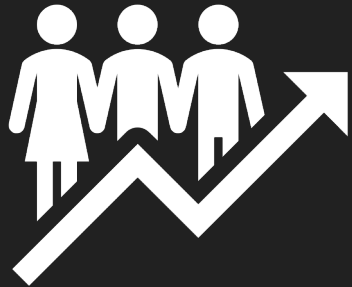
Jason Mattern
Transaction Manager

Jaye Hubbard
Real Estate Finance, MBA

Alexander Morsink
Exchange Market Dealer

Julie Crawford
Financial Officer

Partnership Benefits



Strong & Stable Returns

R.A.M. offers long-term value through sustainable real estate investments, ensuring steady cash flow after stabilization period and capital appreciation for LPs, GPs, and other partners.



Value Creation

We collaborate with builders who adhere to high standards, enabling us to capitalize on equity growth upon project completion.

Our properties foster tenant satisfaction, reduce maintenance costs, and focus exclusively on reliable, long-term value creation.



Exclusive Access

Our partners benefit from exclusive access to premium new construction multifamily properties, typically beyond the reach of individual investors, thereby ensuring a diverse, hands off and scalable investment portfolio.



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Craig Pedersen – Founder & CEO

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Disclaimer



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